

# Health and Wellness in Morocco

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## Abstracts

In 2021, HW beverages and HW packaged food experienced growth. HW packaged food largely continued to benefit from the pandemic, with most categories seeing increased demand. In contrast, HW beverages while growing and experiencing some rebound from the previous year continued to suffer to some extent from consumers prioritising food over drinks, with food products being seen as a richer source of nutrients, minerals and vitamins. The category which most benefited from the rebound in 2021 was NH...

Euromonitor International's Health and Wellness in Morocco report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2017-2021, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2026 illustrate how the market is set to change.

**Product coverage:** Focus Categories by Key Functional Ingredients, Health and Wellness by Category, Health and Wellness by Type, Health Wellness by Prime Positioning.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

## Why buy this report?

Get a detailed picture of the Health and Wellness market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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BFY reduced caffeine beverages remains a small category due to lack of consumer  
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Coco-Cola Morocco continues to lead BFY beverages in 2021

#### PROSPECTS AND OPPORTUNITIES

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Industry players in butter and spreads launch reduced fat variants as consumers turn to BFY packaged foods

Fromageries Bel continues to lead in 2021 but private label sees strong development

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Confusion between naturally healthy and organic products

E-commerce platforms help local producers to sell their brands and record rapid growth

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NH packaged food performs remarkably over the forecast period as consumers continually become more health-conscious



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